SPONSORSHIP

PROSPECTUS

3DEXPERIENCE Modeling & Simulation Conference
September 18-19, 2019 | Suburban Collection Showcase
Novi, Michigan
We are excited to bring together the Dassault Systèmes design, modeling and simulation communities. Our goal is to enable collaboration and synergy so you can grow your skills, accelerate your career and become more valuable to your organization. **Connect to a wider community of users!** by providing more presentations, more products and technology information, more networking opportunities and an expanded partner exhibition, this conference will inspire you to design and innovate the next generation of products.

We cordially invite you to sponsor the first 3DEXPERIENCE Modeling & Simulation Conference. Sponsoring will provide you with an excellent opportunity to reach deeper into the user base for this 2-day event.

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Platinum Sponsorship No Longer Available</th>
<th>Gold Sponsorship No Longer Available</th>
<th>Silver Sponsorship No Longer Available</th>
<th>Bronze Sponsorship No Longer Available</th>
<th>Exhibitor</th>
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<td>Cost</td>
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<td>Complimentary Conference Passes</td>
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<td>Breakfast Sponsor - Wednesday, September 18th (1.5 hours of promotion)</td>
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<td>AM and PM Coffee Break Sponsor – Thursday, September 19th</td>
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<td>PM Coffee Break – Wednesday, September 18th</td>
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<td>Lunch Sponsor both days – 3 Minute Speaking slot to General Session on Wednesday, September 18th</td>
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<td>Evening Networking Reception Sponsor with 5 Minute Speaking Slot – Wednesday, September 18th</td>
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<tr>
<td>Promotional Video and Video Signage during Sponsored Coffee Breaks, Lunches and Evening Reception</td>
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<td>Post-Event Attendee List</td>
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<td>Acknowledgement in Opening Remarks</td>
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<tr>
<td>Full Page Ad in Conference Program</td>
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<tr>
<td>½ Page Ad in Conference Program</td>
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<td>Logo on Event Website and Final Program</td>
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<tr>
<td>Mention in All Event Promotional Correspondence</td>
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<tr>
<th>Promotional Sponsor</th>
<th>Sponsorship Fee</th>
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<tr>
<td>Conference Lanyard  – No Longer Available</td>
<td>$2,500</td>
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<tr>
<td>Conference Bag – 1 Available</td>
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<tr>
<td>Conference Bag Insert- Unlimited Available</td>
<td>$500</td>
</tr>
<tr>
<td>Wifi Sponsor – 1 Available</td>
<td>$2,000</td>
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<tr>
<td>General Session Literature Chair Drop – Unlimited Available</td>
<td>$1,000</td>
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<tr>
<td>Room Sponsor – 8 Available (see description below for themes)</td>
<td>$1,000</td>
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</tbody>
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Sponsorship Package Details

Platinum Sponsorship – **NO LONGER AVAILABLE**

- A 4x6 foot table for your table top display and product literature. You may also bring a backdrop for your exhibit area.
  - Power strip/waste paper basket
- Choice location in the exhibit area
- Five conference passes
- Breakfast Sponsor on Wednesday, September 18, 2019.
  - Promotional time of 1.5 hours during the prime time of attendee arrival and registration.
  - Promotional video and video signage displayed on 6 visual devices during breakfast
- Exclusive opportunity as the Evening Networking Reception Sponsor on Wednesday, September 18, 2019.
  - Promotional video and video signage displayed on 6 visual devices during the reception
  - Five minute speaking opportunity at the beginning of the reception
- Option to bring a raffle prize to your booth to encourage traffic in the exhibit hall
- Include one flyer, brochure or promotional item in the conference bag distributed to all attendees
- Full page ad in the conference program
- Recognition on conference website with a link to company web page
- Acknowledgement in opening remarks
- Recognition in all conference promotional correspondence
- Attendee list

Gold Sponsorship – **NO LONGER AVAILABLE**

- A 4x6 foot table for your table top display and product literature. You may also bring a backdrop for your exhibit area.
  - Power strip/waste paper basket
- Choice location in the exhibit area
- Three conference passes
- Lunch Sponsor on both Wednesday, September 18, 2019 and Thursday, September 19, 2019
  - Promotional video and video signage displayed on 6 visual devices during lunch
  - Three minute speaking opportunity in the General Session before lunch on Wednesday, September 18, 2019.
- Option to bring a raffle prize to your booth to encourage traffic in the exhibit hall
- Include one flyer, brochure or promotional item in the conference bag distributed to all attendees
- Half page ad in the conference program
- Recognition on conference website with a link to company web page
- Acknowledgement in opening remarks
✓ Recognition in all conference promotional correspondence
✓ Attendee list

Silver Sponsorship – NO LONGER AVAILABLE

✓ A 4x6 foot table for your table top display and product literature. You may also bring a backdrop for your exhibit area.
  o Power strip/waste paper basket
✓ Two conference passes
✓ Coffee Break Sponsor for two breaks on Thursday, September 19, 2019
  o Promotional video and video signage displayed on 6 visual devices during each break
✓ Option to bring a raffle prize to your booth to encourage traffic in the exhibit hall
✓ Include one flyer, brochure or promotional item in the conference bag distributed to all attendees
✓ Recognition on conference website with a link to company web page
✓ Acknowledgement in opening remarks
✓ Recognition in all conference promotional correspondence
✓ Attendee list

Bronze Sponsorship – NO LONGER AVAILABLE

✓ A 4x6 foot table for your table top display and product literature. You may also bring a backdrop for your exhibit area.
  o Power strip/waste paper basket
✓ Two conference passes
✓ Afternoon Coffee Break Sponsor on Wednesday, September 18, 2019
  o Promotional video and video signage displayed on 6 visual devices during each break
✓ Option to bring a raffle prize to your booth to encourage traffic in the exhibit hall
✓ Recognition on conference website with a link to company web page
✓ Acknowledgement in opening remarks
✓ Recognition in all conference promotional correspondence
✓ Attendee list

Exhibitor – Unlimited Available

✓ A 4x6 foot table for your table top display and product literature
  o Power strip/waste paper basket
✓ Two conference passes
✓ Option to bring a raffle prize to your booth to encourage traffic in the exhibit hall
✓ Recognition on conference website with a link to your company web page as well as the conference program
✓ Recognition in all conference promotional correspondence
✓ Attendee list
Promotional Sponsorship Opportunities

**Conference Lanyard – NO LONGER AVAILABLE**

- Logo on the 3DEXPERIENCE Modeling & Simulation Conference name badges lanyard
- One conference pass
- Recognition in all conference promotional correspondence
- Recognition on conference website with a link to your company web page as well as the conference program

**Conference Bag – 1 Available**

- Logo on the 3DEXPERIENCE Modeling & Simulation Conference bag distributed to all attendees
- One conference pass
- Recognition in all conference promotional correspondence
- Recognition on conference website with a link to your company web page as well as the conference program

**Conference Bag Insert – Unlimited Available**

- One piece of literature\(^1\) or giveaway in each conference bag distributed to all attendees
- Recognition in all conference promotional correspondence
- Recognition on conference website with a link to your company web page as well as the conference program

**Wifi Sponsor – 1 Available**

- Company logo and link to company website on conference Wifi login portal
- Two conference passes
- Recognition in all conference promotional correspondence
- Recognition on conference website with a link to your company web page as well as the conference program

**General Session Literature Chair Drop – Unlimited Available**

- One piece of literature placed in seats at one of the conference general sessions\(^1\)
- Recognition in all conference promotional correspondence
- Recognition on conference website with a link to your company web page as well as the conference program
Room Sponsor – 8 Available

- Logo and promotional advertisement displayed on screen between room sessions
- Recognition in room by presenters prior to each session
- Sponsor can provide two retractable banners (33” x 80”) for signage and promotional items and literature¹ in the room.
- Recognition in all conference promotional correspondence
- Recognition on conference website with a link to your company web page as well as the conference program
- Sponsor will select a room from the following list: *Sponsorship is on a first-come, first-serve basis*
  - Transportation & Mobility
  - Consumer Product Goods to include 5G Communications & Packaging Manufacturing
  - The Model-Based Systems Experience Revealed
  - Cognitive Augmented Design
  - Multi-topic Room to include Multidisciplinary Optimization & Multi-Body Simulation
  - Multi-topic Room to include Robust Design & Advanced Visualization
  - Design Collaboration
  - ENOVIA Deep Dive and Hands-on Workshop

Sponsorship Notes

- ¹ Brochures (literature or giveaways) must be created and provided by sponsors and will need to be reviewed by Dassault Systemes
- ² Attendee lists will include those individuals that opt-in during conference registration process
Secure your Sponsorship

Please confirm your intent to sponsor by completing the sponsorship contract below and signing the last page of this document. Sponsorship requests will be prioritized on a first come, first served basis. Your sponsorship will be secured upon Dassault Systèmes counter-execution of the contract and receipt of payment in full.

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Sponsor Company Name: __________________________________________________________

Full Address: __________________________________________________________________
______________________________________________________________________________

Contact name: _________________________________________________________________
Phone number: __________________________________________________________________
Email: _______________________________________________________________________

Form of payment (please circle one):
Credit card (request link) Check Wire PO number: _______________________________

For additional information, please contact

Kelli Peebles
2019 3DEXPERIENCE Modeling & Simulation Conference Partner Coordinator
Email: kelli.peebles@3ds.com
Phone: 469-709-4880
This Sponsor Agreement (the “Agreement”) is made by and between Dassault Systèmes Simulia Corp. and you, a “Sponsor” of 3DEXPERIENCE Modeling & Simulation Conference, September 18-19, 2019, Novi, Michigan (the “Event”), and is effective as of the date Dassault Systèmes Simulia Corp. accepts your application by signing the Agreement below.

1. The Event. The Event is managed by Dassault Systèmes Simulia Corp. Dassault Systèmes Simulia Corp. as used herein shall mean Dassault Systèmes Simulia Corp. and agents acting on its behalf regarding the Event. Dassault Systèmes Simulia Corp. makes no representations or warranties regarding the number of persons who will attend the Event. Event dates, hours and venue may be modified by information provided to Sponsor in writing.

2. Acceptance by Dassault Systèmes Simulia Corp. Submitting an application does not guarantee acceptance as a sponsor for the Event. Acceptance of sponsors is generally limited to companies who have a partnership agreement with Dassault Systèmes Simulia Corp. or represent complimentary products for software licensed by Dassault Systèmes Simulia Corp. and/or its affiliates. Dassault Systèmes Simulia Corp. reserves the right to reject any application for sponsorship for any reason, in its sole discretion. Dassault Systèmes Simulia Corp. may withdraw its acceptance at any time by refunding the fee paid if Dassault Systèmes Simulia Corp. determines that Sponsor or its product is ineligible, and this shall be Sponsor’s sole remedy at law or in equity.

3. Payment Terms. Payment is due in full. An invoice with payment details will be sent once the Sponsorship Application and signed Agreement are received. Payment can be made via the following methods: ACH/electronic check (preferred), company check, and wire transfer. Sponsorships are not confirmed until payment is received and Sponsor receives written confirmation from Dassault Systèmes Simulia Corp.

4. Assignment of Space. No sponsorship will be accepted without full payment. Assuming acceptance of Sponsor’s application and receipt of payment, Dassault Systèmes Simulia Corp. will assign a space for Sponsor to exhibit its qualified products and services (the “Space”). Dassault Systèmes Simulia Corp. reserves the right, however, to reassign Space, rearrange the floor plan, and/or relocate any exhibit at any time before or during the Event, in its sole discretion if Dassault Systèmes Simulia Corp. determines that such a change is in the best interests of the Event. Dassault Systèmes Simulia Corp. is not obligated to reimburse Sponsor for any costs arising from, and shall have no liability for, any such reassignment, rearrangement, and/or relocation. If space is not available, a waiting list will be maintained by Dassault Systèmes Simulia Corp. in the event that space becomes available. Dassault Systèmes Simulia Corp. will return or refund all payments received by an applicant for which sponsorship is not granted. If Sponsor fails to utilize the Space and/or the Space remains vacant at the published deadline for installation of exhibits, Dassault Systèmes Simulia Corp. reserves the right to consider the Sponsorship cancelled and the Space vacated and abandoned. Dassault Systèmes Simulia Corp. reserves the right, but does not have the obligation, to resell to Space and refund any monies to Sponsor.

5. Use of Exhibition Space. The Space shall be used solely by Sponsor. Sponsor will not sublet, assign, or share any portion of the Space without the prior written consent of Dassault Systèmes Simulia Corp. Only exhibit display units provided by Dassault Systèmes Simulia Corp. are permitted. All demonstrations or other promotional activities (distribution of literature and/or giveaways, etc.) must be confined to the limits of the Space allocated to Sponsor. Sponsor’s activities must be in support of products or services identified on its application and directly related to Sponsor’s relationship with Dassault Systèmes Simulia Corp. products and services. Sponsor agrees not to make sales that result in the exchange of money or merchandise at the Event. Distribution of promotional materials by Sponsor in any non-designated area is strictly prohibited. Only companies assigned exhibit Space will be permitted to solicit business within the exhibit area. Dassault Systèmes Simulia Corp. reserves the right, in its sole discretion, to prohibit or evict Sponsors for misconduct, or whose presentation in any manner is deemed by Dassault Systèmes Simulia Corp. to be offensive, competitive, or not in the best interests of the Event. In the event of such prohibition or eviction, Dassault Systèmes Simulia Corp. shall not be liable to provide, and Sponsor shall not be entitled to receive, a refund of any kind.

6. Exhibit Space. Only one exhibit space per Sponsor will be allowed, unless permitted and agreed to by Dassault Systèmes Simulia Corp. in writing. Sponsor agrees that all equipment including, but not limited to, freestanding equipment, signage, furniture or other physical items, will fit within the dimensions of its booth. Sponsor is responsible for keeping the aisle near the booth free of congestion caused by its demonstrations or other promotional activities.

7. Booth Personnel. Sponsor representatives must register and obtain Event conference badges, which will allow entrance to the events. Dassault Systèmes Simulia Corp. reserves the right to restrict or limit the number of booth representatives.

8. Installation and Dismantling. Hours and dates for installing, exhibiting, and dismantling shall be those specified by Dassault Systèmes Simulia Corp. in its sole discretion. Exhibition set up staffs are allowed on the show floor only during the published set up and tear down schedule. Sponsor shall be liable for all storage and handling charges resulting from failure to remove its exhibit material from the Event hall by the deadline set by Dassault Systèmes Simulia Corp. No exhibit shall be packed, removed or dismantled prior to the closing of the Event without written permission from Dassault Systèmes Simulia Corp.

9. Decoration. Dassault Systèmes Simulia Corp. shall have full discretion and authority in the placement, arrangement, and appearance of all items displayed by Sponsor, and may require the replacement, rearrangement, or redecorating of any item. A Sponsor identification sign is produced by Dassault Systèmes Simulia Corp. and included in each sponsorship package. Any additional signs or Sponsor identification are limited to options available, per sponsorship level, provided in the exhibitor/sponsor manual. No additional signs may hang from kiosks, exhibit wall areas, the floor, ceilings, etc. Easels are prohibited. Sponsor may not apply paint, lacquer, adhesive, or any other coating or material to building columns, floors or walls, or to standard booth equipment.
10. **Use of Aisles, Overhead Rigging and Common Areas.** The aisles, overhead spaces, and passageways remain strictly under the control of Dassault Systèmes Simulia Corp. No signs, decorations, banners, logo projection, advertising matter or special exhibits will be permitted in these areas.

11. **No Flammable Materials.** Sponsor will not use any flammable fluids or materials of any nature, including but not limited to decorative material that is prohibited by applicable federal, state, or city fire regulations.

12. **Noise.** No noisy or obstructive work will be permitted during opening hours of the Event, nor will noisily operating displays be allowed. Dassault Systèmes Simulia Corp. shall have sole discretion in determining what is noisy, obstructing, or objectionable. Full written submissions will be required from any Sponsor intending to use any elements of live performance, amplified sound, or any other form of noise-creating activity and such activities will require prior approval by Dassault Systèmes Simulia Corp.

13. **Shipping, Labor, Furniture Rental and Other Services.** After the Exhibit space is reserved, the official show contractor and decorator will be responsible for all furniture rentals, installation and dismantling labor, and various other services.

14. **Refreshments, Gifts, Contests, Etc.** Dassault Systèmes Simulia Corp. reserves the right to prohibit, limit, or discontinue the distribution of gifts, giveaways, hospitality suites or similar promotions. Sponsor is allowed to distribute gifts or collaterals within their booth areas only. Raffles are permitted only as part of the 3DEXPERIENCE Modeling & Simulation Conference opportunity. All other raffles, contests, auctions and drawings, if permitted under state or local laws, will be subject to written pre-approval by Dassault Systèmes Simulia Corp.

15. **Functions.** Sponsor shall not conduct functions or hold general onsite gatherings that in any way conflict with the Event general sessions, tracks, meals, or special functions.

16. **Marketing Opportunities.** All marketing opportunities are open to Sponsors on a “first-come first-served” basis for application.

17. **Usage of Sponsor Trademarks.** Dassault Systèmes Simulia Corp. shall be permitted to use those Sponsor trademarks and logos submitted to Dassault Systèmes Simulia Corp. by Sponsor, in accordance with Sponsor’s published trademark guidelines, provided to Dassault Systèmes Simulia Corp., for the purpose of promoting the Event. Nothing herein shall grant to Dassault Systèmes Simulia Corp. any right, title or interest in Sponsor’s trademarks.

18. **Own Risk.** Sponsor has sole and exclusive responsibility for any loss of its equipment, proprietary information, and any other materials. Persons visiting, viewing or otherwise participating in Sponsor’s Space are deemed the invitees and licensees of Sponsor and not of Dassault Systèmes Simulia Corp. Dassault Systèmes Simulia Corp. assumes no liability for loss, damage, or disappearance of any property, including computer equipment and peripherals, used by Sponsor in connection with its participation in the Event. Sponsor agrees to assume risk of loss for its property and agrees to waive any and all claims and hold Dassault Systèmes Simulia Corp. harmless from and against any loss of, damage to, or disappearance of such property. Dassault Systèmes Simulia Corp. shall bear no responsibility for the safety of Sponsor’s personnel, employees, agents, invitees, licensees or representatives.

19. **Limitation of Liability and Indemnification.** Under no circumstances shall Dassault Systèmes Simulia Corp., its affiliates and subsidiaries, or the venue (collectively, the “Event Providers”) be liable for lost profits or other indirect, incidental, consequential, special, punitive, or exemplary damages for any of their acts or omissions in connection with the Event, whether or not such Event Provider or Sponsor has been apprised of the possibility of such damages or lost profits. In no event will Dassault Systèmes Simulia Corp.’s liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Sponsor for the Space. Dassault Systèmes Simulia Corp. shall not be liable for any errors in any listing or descriptions or for omitting Sponsor from the Event show guide or other materials.

Dassault Systèmes Simulia Corp. shall not be liable to Sponsor for any damage, loss, harm or injury to the person, property, or business of Sponsor, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or staging, except to the extent such liability arises directly from the willful misconduct of Dassault Systèmes Simulia Corp.

Sponsor agrees to defend, indemnify, and hold harmless Dassault Systèmes Simulia Corp., and its affiliates and subsidiaries, and those lawfully in the venue from and against any claim, loss, liability, or damage suffered due to (i) the negligence or misconduct of Sponsor or its agents and (ii) Sponsor’s breach of any commitment made hereunder. Sponsor must maintain proper insurance coverage for its property and liability at its own expense, and represents and warrants that it has obtained adequate insurance of at least US$1 million to cover its potential liability hereunder, including without limitations insurance for personal injury, death, property damage or theft. Upon Dassault Systèmes Simulia Corp.’s request, Sponsor must furnish Dassault Systèmes Simulia Corp. an insurance certificate evidencing such coverage.

20. **Termination by Dassault Systèmes Simulia Corp.** Dassault Systèmes Simulia Corp. may take possession of the Space and terminate Sponsor’s participation in the Event upon Sponsor’s failure to meet any obligations under the Agreement. Any such termination shall be deemed a termination by Sponsor under the Termination by Sponsor Section of this Agreement.
21. **Termination by Sponsor.** Termination by Sponsor must be in writing and is effective upon receipt by Dassault Systèmes Simulia Corp., Attn: Kelli Peebles, Alliances Specialist, Kelli.Peebles@3ds.com. Sponsor acknowledges the difficulty in determining a precise value for services rendered and expenses incurred by Dassault Systèmes Simulia Corp. for the Event, and of ascertaining damages incurred by Dassault Systèmes Simulia Corp. Accordingly, if Sponsor terminates this Agreement or Sponsor’s participation in the Event on less than thirty (30) days prior written notice before such Event, 100% of the Space fees shall be owed to Dassault Systèmes Simulia Corp. The amounts owed by Sponsor under this Section represent an agreed measure of compensation, and are not to be deemed or construed as a forfeiture or penalty.

22. **Cancellation by Dassault Systèmes Simulia Corp.** Dassault Systèmes Simulia Corp. shall have the right to cancel the Event with or without cause. In the event Dassault Systèmes Simulia Corp. cancels the Event, Dassault Systèmes Simulia Corp. will provide a full refund of the fees actually received from Sponsor. A change in the name of the Event does not constitute a cancellation by Dassault Systèmes Simulia Corp.

23. **Laws and Rules.** Sponsor must comply with all applicable laws, regulations and ordinances in connection with its participation in the Event, including but not limited to rules of the venue and any relevant labor union, construction of the Space in compliance with the Americans With Disabilities Act or its local equivalent, and any terms, conditions and rules issued by Dassault Systèmes Simulia Corp. in connection with the Event.

24. **Third Party Proprietary Rights.** Sponsor shall not violate any proprietary rights of third parties in connection with its participation in the Event, including but not limited to the performance, distribution, or posting of copyrighted material without a license, assignment, or other legally effective permission.

25. **Release.** Sponsor acknowledges that the Event may be audio and video-recorded and reproduced worldwide in any form (including but not limited to digital formats), and hereby authorizes Dassault Systèmes Simulia Corp. and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit worldwide in any form and for any purpose any such recording, and agrees to execute any additional release presented by Dassault Systèmes Simulia Corp., its licensees, or permittees, in connection with such activity or to give effect to this provision. Sponsor hereby releases Dassault Systèmes Simulia Corp. and its designees from and waives all claims it or its employees, agents, heirs, or assigns may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

26. **Authority of Representative.** The representative accepting and signing this Agreement on behalf of Sponsor warrants and represents that s/he has full authority to accept and agree to this Agreement on Sponsor’s behalf and to bind Sponsor to the terms hereof.

27. **Miscellaneous.** This Agreement constitutes the entire agreement between Sponsor and Dassault Systèmes Simulia Corp. concerning its subject matter, and may only be modified in a writing signed by the parties. Neither party’s rights under this Agreement are deemed waived except as specifically stated in writing and signed by an authorized representative of each party. If any term of this Agreement is declared invalid or unenforceable, the remainder continues in full force and effect. Dassault Systèmes Simulia Corp. may assign this Agreement or its responsibilities to any other party. Any action arising out of this Agreement or the Event shall be governed by the laws of the Commonwealth of Massachusetts, exclusive of its choice of law rules, and must be brought in Boston, Massachusetts, and Sponsor consents to the jurisdiction of such courts. Sponsor irrevocably waives any right to a jury trial in any dispute arising from or relating to this Agreement. Sponsor may not assign this Agreement to any other party, including a successor in interest in the event of a merger or sale of assets, without the prior written consent of Dassault Systèmes Simulia Corp., in which event Sponsor must guarantee performance of the assigned obligations. This Agreement is binding upon the permitted heirs, successors, and assigns of Sponsor and Dassault Systèmes Simulia Corp.

**AGREED AND ACCEPTED:**

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<tr>
<td><strong>Title</strong></td>
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</tr>
<tr>
<td><strong>Address:</strong> 175 Wyman Street</td>
<td><strong>Address</strong></td>
</tr>
<tr>
<td>Waltham, MA 02451</td>
<td></td>
</tr>
</tbody>
</table>

**For 3DS Conference Management use only**

| Total Due: $ |         |